

File

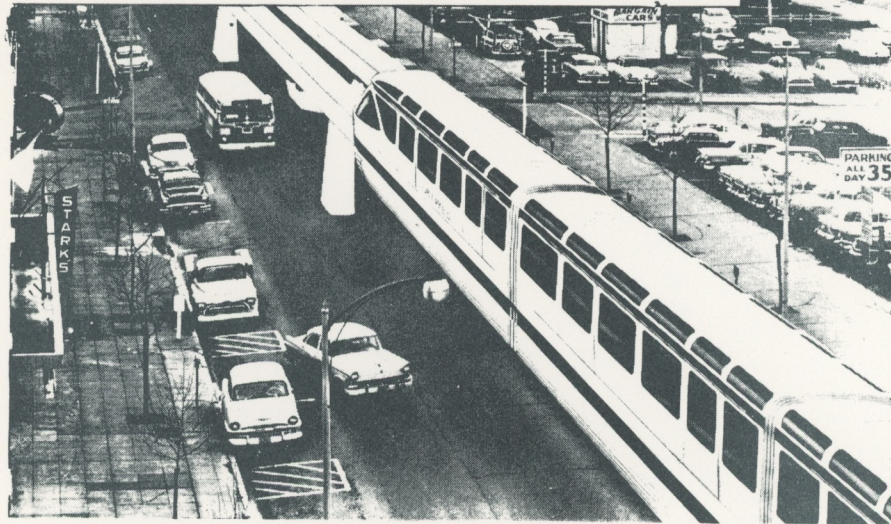
C-21

Monorail Terminal Advertising

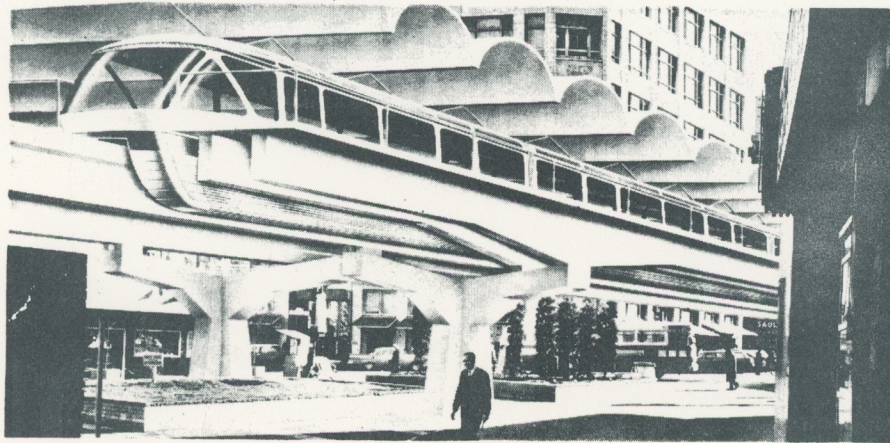
**10 MILLION
READERS
CONCENTRATED
AT SEATTLE'S
WORLD'S FAIR
ALWEG
MONORAIL
TERMINALS!**



ENGINEERING NEWS-RECORD



Crystal ball view of Seattle's future shows a monorail line . . .



. . . and a downtown station as part of the Century 21 Exposition.

Seattle Prepares Its Monorail

Seattle got a preview last week of the \$4.2-million monorail system that will shuttle the mile between the city's business district and the Century 21 Exposition in 95 seconds.

Alweg Corp. of Sweden, designer and owner of the system, revealed the design of the high-speed, electrically powered monorail trains and the precast concrete tracks on which they will travel.

Light-weight trains mounted on rubber tires will ride saddle-style on twin concrete tracks, according to Sixten Holmquist, Alweg managing director. Single concrete columns, 4-ft square at street level, will support the 5,200-ft-long dual monorail tracks.

Two trains of four cars, one operating on each track, will carry passengers to and from the exposition. The maximum load for each train will be 450 persons. The system is planned for a capacity of 10,000 passengers an hour.

Construction is scheduled to begin next month. Completion is set for November.

Each track will be 3 ft wide and 5 ft deep, precast in 120-ft sections. Tapered supporting columns will be spaced at 85-ft intervals on the straight-away and at 60 ft on curves. The average clearance under the monorail beam will be 21 ft.

Cars of each train will connect with each other through sliding doors. Body

shells of the cars will be of light-metal alloys.

The cars will straddle the rails. Each car rides on two sets of running gear. Each running gear is a single axle bogie consisting of two pairs of upper and one pair of side wheels. The upper wheels carry the load and the side wheels provide guidance and stabilization.

At the downtown terminal, Westlake Station, a moving belt will carry passengers from street level to the overhead loading platform. A series of curved aluminum panels will serve as roof for the platform. The exposition grounds station will be at ground level and it, too, will have an aluminum panel roof.

The two trains that operate on the system's two tracks are designed for two-directional running, with a driver's cab at each end. On arrival at a terminal, a train simply reverses itself to return to the other terminal.

An Alweg subsidiary, Alweg Rapid Transit Systems of Washington State, Inc., will design and supervise the monorail project. The Howard S. Wright Construction Co., of Seattle, will build the structure. Although the cars' driving mechanism, braking system and other mechanical components are manufactured in the U.S., the bodies will be produced in West Germany.

MONORAIL ADVERTISING DISPLAY SPACE RATES *

<u>Display</u>	<u>Size</u>	<u>Location</u>	<u>Total Cost for World's Fair Showing (6 Mo.)</u>
"Monorail Platform"	2' x 6'	Westlake Terminal	\$2,400.00
"Monorail Veranda"	4' x 12'	Westlake and World's Fair Terminals	1,950.00
"Monorail Overhead"	2 1/2' x 12'	World's Fair Terminal	3,750.00
"Monorail Canopy"	3' x 12'	World's Fair Terminal	3,750.00

Quantity Discount

Total Displays Purchased:

- 2 - Less 5% of total cost
- 3 - Less 10% of total cost
- 4 - Less 15% of total cost

* Agency discount allowed on all rates.

MONORAIL DISPLAY PRODUCTION SPECIFICATIONS

America's Space Age World's Fair is providing the most exciting event in a decade, and a lasting legacy for the citizens of tomorrow. Century - 21 will present to its ten million visitors a multitude of thrills composed in an atmosphere of "tomorrow". Visitors will be exposed to the most progressive attitudes in thinking and design of our time. Monorail Advertising Co. is keeping pace with this progressive theme by stressing all monorail advertisers reflect a favorable and progressive attitude upon themselves and their products by submitting the finest quality design and graphic art reproduction.

Monorail advertising displays are a completely new type of media and require some special handling of production. Each unit is a hand painted unit unless purchased in lots of five or more. Therefore, they should be handled in much the same manner as a hand painted bulletin. Outlined below are the various steps required to do an effective production job.

1. Art Work and Production

A sketch of the design may be provided to Monorail Advertising Co. and we will arrange to have the display painted to meet the required specifications. This will be done through our own authorized art sources at a cost of approximately \$7.50 per square foot (the cost is dependent upon the intricacy of design). We have selected a number of local art sources that are well qualified to reproduce any design required, and they will work under our art director's supervision.

Advertisers may want to supply their own completed painted design on the required stock ready for mounting in the display frames. These displays must meet our requirements and our display people will handle these units with the same diligent care.

Finished lithographed or silk screened material you may be using for other point-of-sale purposes, etc., may be adapted to monorail if they meet the specifications.

2. Material

Monorail Platform and Overhead Displays:

These displays must be produced on 1/2" plywood with a resin impregnated cellulose fiber face on both sides (medium density overlay plywood) such as Dura-Ply (U. S. Plywood), G. P. X. (Georgia Pacific), Harborite (Evans), Crezon (Crown Zellerbach) or tempered hardboard.

Monorail Canopy Display:

The "canopy" display must be produced on .032" aluminum, 1/8" tempered hardboard, or 9/32" Harborite (Evans). This display must be produced on this material because of the curvature of the area in which it is located. The curve is much like that of inside transit cards.

Monorail Veranda Display:

This display must be produced on 3/4" marine plywood or Harborite (Evans Products Co.).

3. Material Treatment

Aluminum:

When aluminum is used for production, it must be etched to insure proper adhesion of the paint.

Plywood:

When medium density overlay plywood and marine plywood are used for production, the edges must be sealed to prevent delamination.

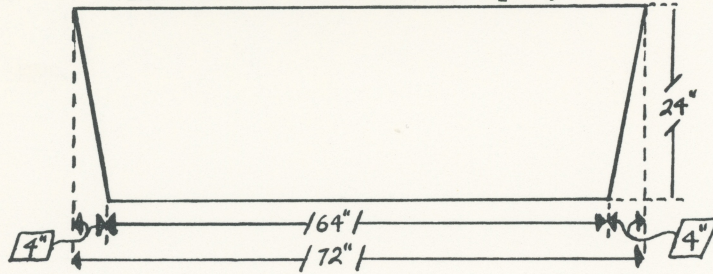
4. Paints

Do not use water base paints, use enamels and lacquers only.

See the attached specification sheet for exact size of your display.

MONORAIL DISPLAY SPECIFICATIONS

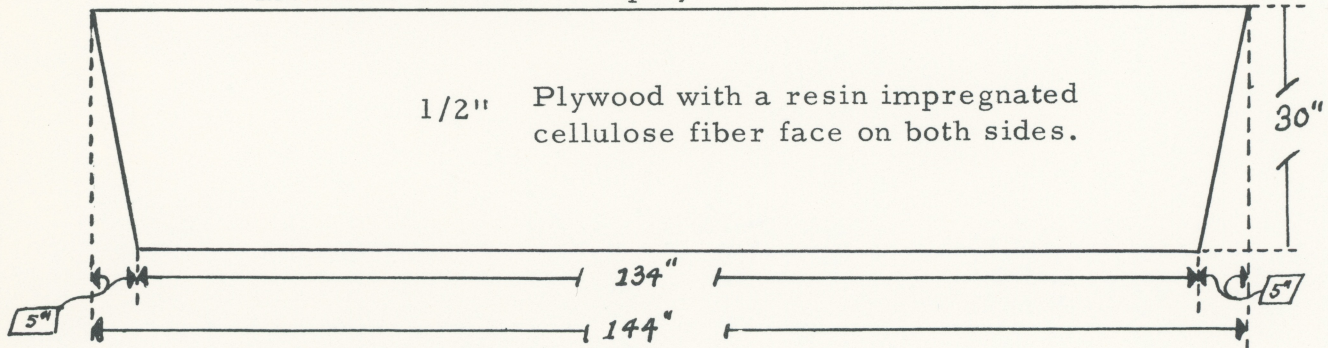
Monorail Platform Display



1/2"

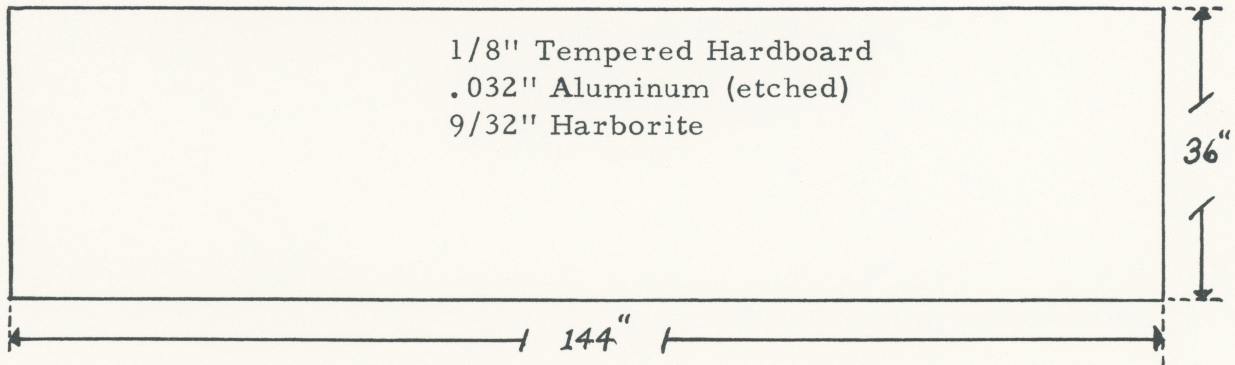
Plywood with a resin impregnated cellulose fiber face on both sides.

Monorail Overhead Display



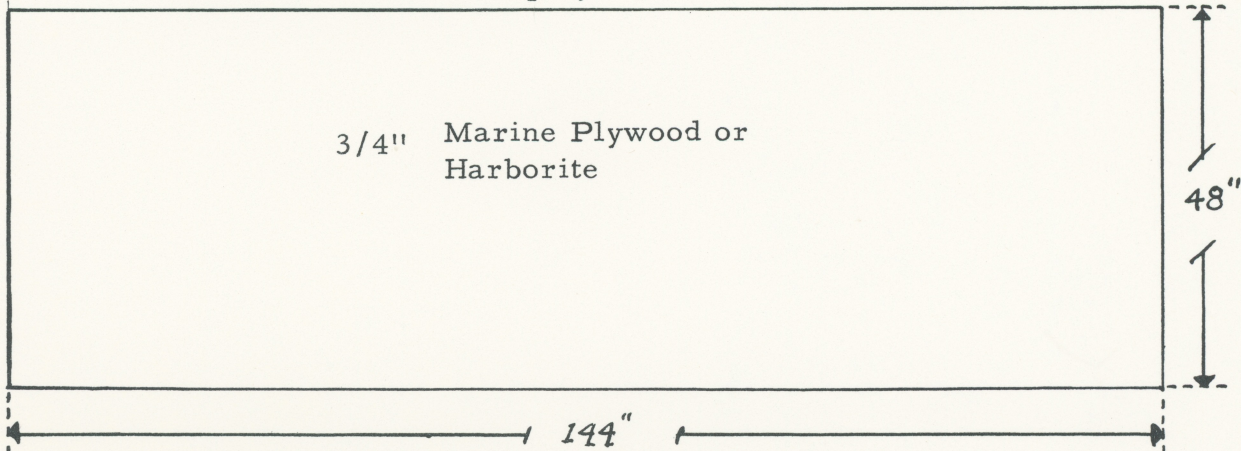
1/2" Plywood with a resin impregnated cellulose fiber face on both sides.

Monorail Canopy Display



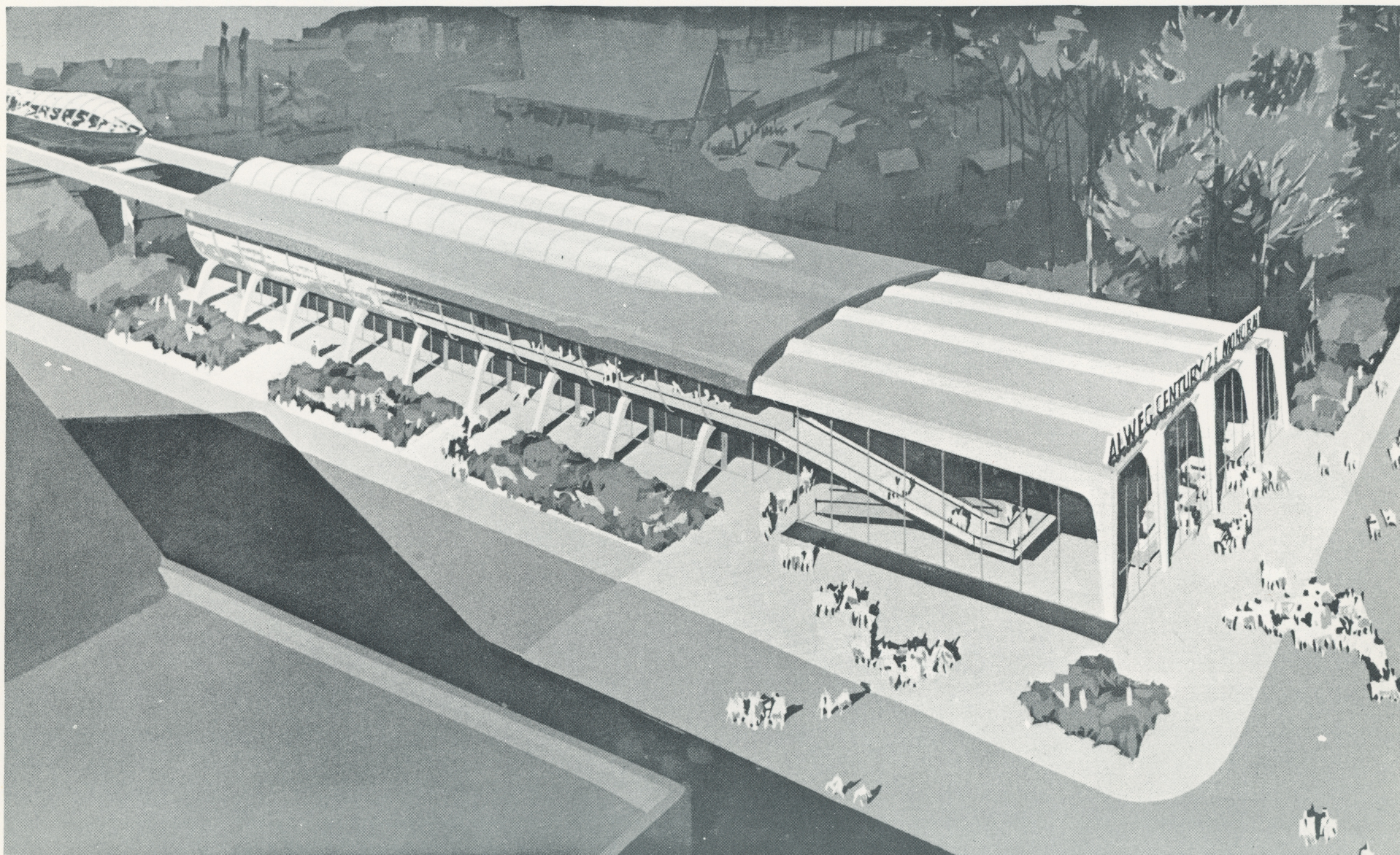
1/8" Tempered Hardboard
.032" Aluminum (etched)
9/32" Harborite

Monorail Veranda Display



3/4" Marine Plywood or Harborite

LEAVE A 1" BORDER ON ALL SIDES OF THE DISPLAY FOR FRAMEWORK.



ALWEG CENTURY 21 MONORAIL

EXPOSITION STATION



MONORAIL CANOPY DISPLAY

SIZE — 3'X12'

LOCATION — EXPOSITION TERMINAL



MONORAIL VERANDA DISPLAY

SIZE — 4'X12'

LOCATION — EXPOSITION & WESTLAKE
TERMINALS